

Artist : Mighty33

Album : Others Die

Release date : September 2020

A blockchain-only album release experiment by [geniuscorp](#)

In an attempt to show the way in the web3 economy, this experiment is designed to set a precedent in tomorrow's musician's and related artists' workflows through the blockchain. Since music entered the space around 2015, a lot of improvements have been made available and are more sustainable than ever, still leaving plenty of room and hopes for the years to come.

With the ability to resolve much of 60+ years issues by setting a level playing field, the music industry will slowly self-re-organize to a fair and transparent eco-system by getting rid of unscrupulous actors and setting a public database layer to build on. Now that we can foresee it much more clearly, the vast majority of artists on earth are still to be taught about the change, and when telling is not enough, acting may help. This release organization is aimed to enlighten about 2020's possibilities for an artist/label etc. to organize their music business with the blockchain.

Smart-contracts and metadata are at the core of the process allowing sales/royalties tracking efficiently, self-executable and in real-time. Everyone involved is having the right cut and won't ever have to worry about being paid.

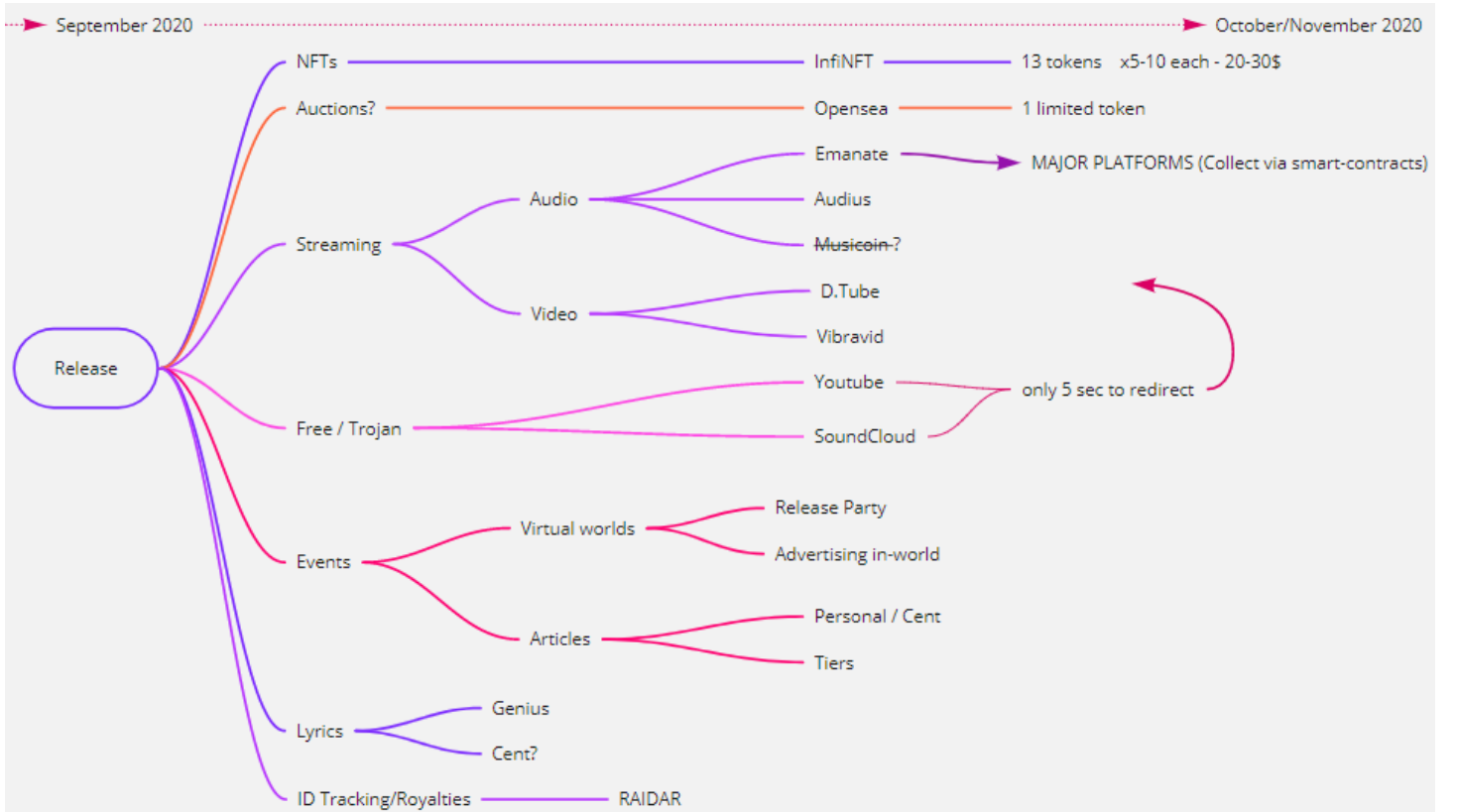
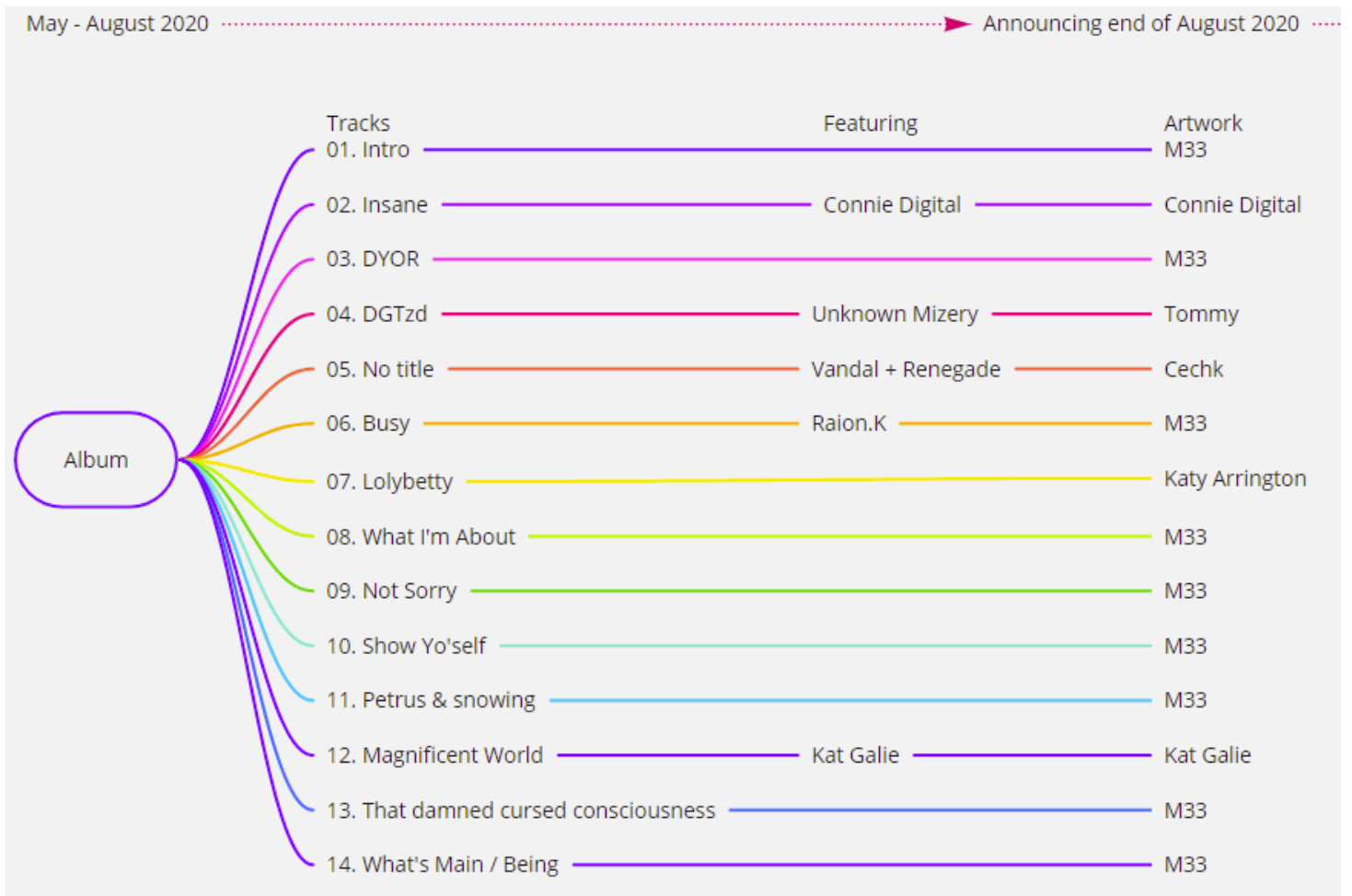
All participants can then be involved the same way, musicians, engineers, artworkers, music video makers etc. and every tier can use it following the rules set by creators for synchronization, edition, film & ads, remixers, radio stations, basically anyone wanting to use it in a commercial or personal way.

To picture major aspects of the practices available yet, the album is full of collaborations with crypto-friendly pioneer artists. Jumping on teamwork has never been made so pleasant and easy, removing the trust issue which nowadays more than ever kills creativity. When asking for a beat, a feat, a cover, a music video etc. became a pain since everyone needs warranty while not knowing you, usually a good amount of money is needed to use material as counter-party to being blind about how they'll have a return on investment.

Those improvements are helping geniuses get rid of those frustrations and can now start to organize without the trust issue. Then, creativity is unleashed.

For the purpose of the experiment and to better embed the message into the concept, this project will not be uploaded to standard streaming platforms such as Spotify, Apple etc. or any tool that isn't able to track it perfectly and instantly but also reward every participant without the need of any middle-men, geniuscorp included. Bye shady. This experiment is also a tribute to great [George Howard work](#) whom helped so much understanding [all this mess](#).

You can find the release details below.



Breakdown

Various technologies bring various possibilities like streaming, unique sales with limited editions, advertising in virtual worlds, tracking royalties in real-time and so on, let's take a look at this.

NFTs : Advised by Connie, [InfiNFT](#) is bringing the best combinaison for music yet, compared to 1st gen of minting platforms, for crucial reasons which are 1. you own the contract (ownership in music is a long story), 2. metadata are stored on-chain which means that any future service can easily use and track every meaningful info about the songs, forever. My theory about nb of editions and price relates to music history : when mass adoption occurs and crypto-rockstars are made, a 500 edition will probably still be considered rare to a certain degree and from a targeted audience, while price stays accessible for fans at primary sales, these can grow exponentially on secondary sales related to the artists success or legend status. Since the move is too early to go that way to not make it look like a failed operation, this album will try a first step with 5 edition per track at an accessible price of 20-30\$. Which sums it up to 65 collectibles for the whole album, and a 1/1 bonus special edition to top this up. Royalties split is a core feature to smart contracts.

Streaming : We know it well by now, it is the future but until now bad actors has profited from monopoly forcing artists to organize their economy on anything BUT music streaming revenues. A new generation of streaming platform appeared to learn from these issues and included blockchain technology at the core of their product, making streaming plays decentralized, completely automated and processing payments in-real-time. This way one could release a song by the morning and invite their friends to have a drink by the evening from the day's royalty incomes. Royalties split are embedded too. You can also distribute to major streaming platform and collect using smart-contracts

Free/Trojan : To bridge the gap between people that has never heard of such practices and the message, uploads to youtube and soundcloud will be made with this idea to tease a few seconds about the song and quickly cuts to a cyber-sexy-voice inviting you to switch platform to a blockchain based one. Even if the connexion will not always be made, seeds are planted.

Events : Let's meet in the metaverse ! Do you know that expanding virtual worlds and their great communities knows how to party hard? Yes everyone is home but brains are on fire. A livestream will be organized at geniuscorp's venues inside cryptovoxel, but also use brand new advertising tools in-world.

Articles will be written by [Mighty33's Cent page](#) to tell the story and making off. Also a great thanks for the support received during the making of this album, with external interviews proposals that will occur around the release and later.

Lyrics : Will be uploaded to Genius.com, a lyrics content dedicated and free to use website. No way to clearly monetize it separately yet except on platform like Cent, but royalties split are not possible.

ID Tracking/Royalties : [RAIDAR](#) (Rights and Asset Information in Decentralized, Authoritative Repositories) is a tool developed by Berklee's Institute for Creative Entrepreneurship in Boston. As of now it is not really broadcast, but the idea is to include songs in a public ledger for music (powered by [Open music](#)) to monetize and license songs to visual medias using the blockchain. Work is being done to connect and try it but it will probably be useful later.

About the album

Made during quarantine times, the drama is all about light vs darkness. In a theatrical way, sensitive topics are unfolding one track after the other assorted with one of the main fruit of these topics, which is mainstream music. Diving between hip-hop, trap, rock-metal, electronic and a grain of classical music, it is intended to be a hybrid fusion of m33 inspirations and skills over his life. Several layers are incorporated in such a way that, at first glance, it sounds cool and enjoyable for music lovers but once you really get into it, a rabbit hole quickly unveils to the deepness of our reality. Magic, metaverse, mkultra, control grid, deep state, camgirls and so on. Lots of fun right?

Using the power of music to wake minds up about the great mind hack of human beings over the last centuries has conducted every inch of it. Rebellion would be the best word to describe the overall powerful intention and energy.

Instrumental work from [Mighty33](#), [mndyrrm](#) & [WinstonLC](#) (whom represents the full geniuscorp team) illustrate their musical agilities.

Also inspired by the crypto-art community, many thanks goes to the helping ones. Featuring from [Connie Digital](#), [Vandal](#), [Unknown Mizery](#), [Raion.K](#), Renegade and [Kat Galie](#) brings a striking new dimension to the sound, each of them bringing infinite wiseness over those topics while proving an incredible understanding of the world we live in and making critical major pioneer moves years ahead of any curve along with demential magic skills directed straight toward any evilness.

Many thanks goes to visual artists [Tommy](#), [CECHK](#), [Katy Arrington](#) and [Connie Digital](#) that all genuinely accepted to work on the craft, bringing entranced creations inspired and created directly from the music itself.

Fighting evilness at the highest level is basically what has fueled in every way the current story of this project. Take some pop-corn and enjoy the show.

About Mighty33 & geniuscorp

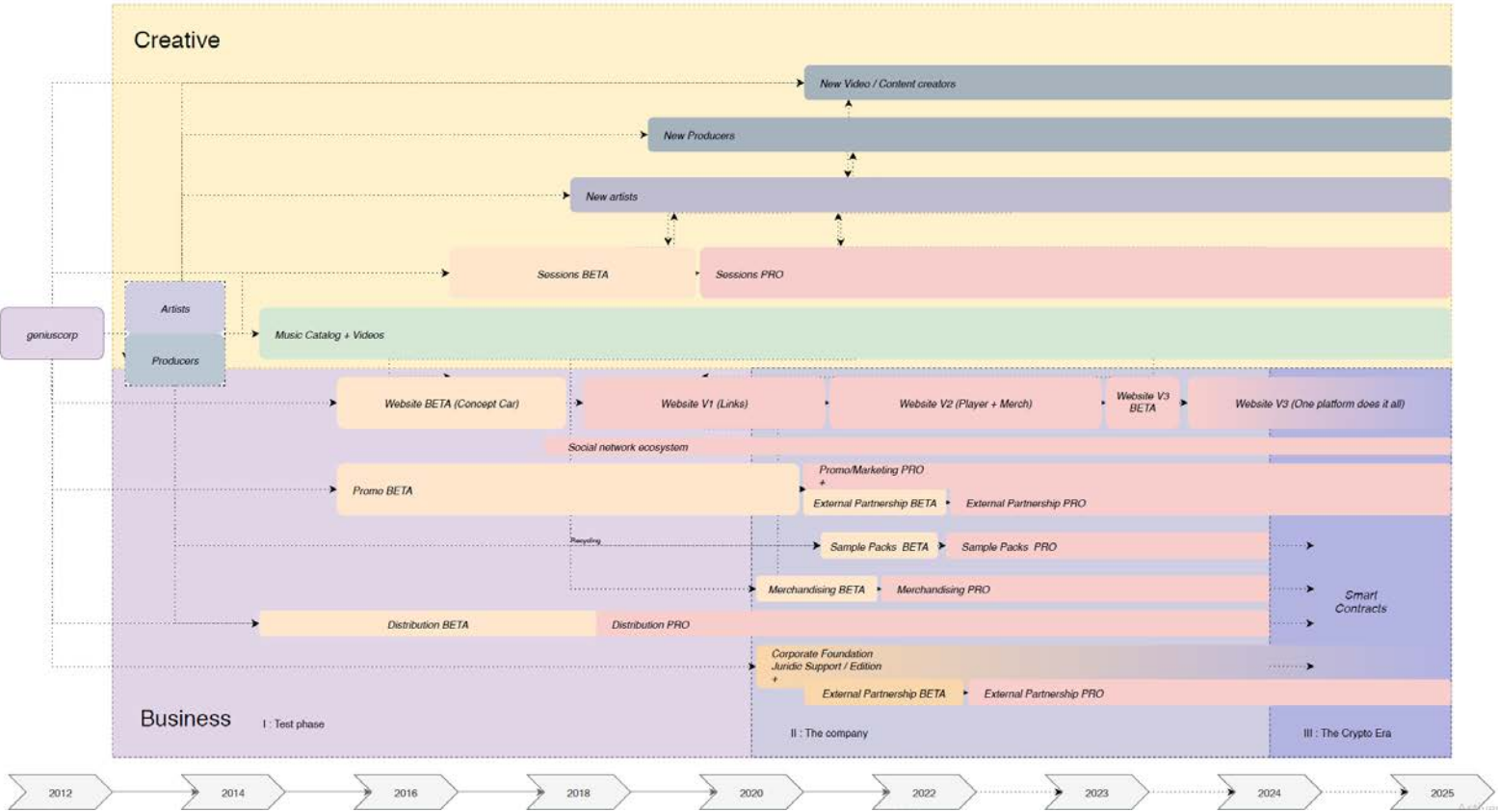
The mission has always been the same since their debut in 2012, providing under-the-radar deserving artists the tools to develop their genius potential in a wise manner and for free under the condition to part take in royalties split. From headhunting, to music production, education, composing, arrangements, recording, editing, mixing, mastering, distribution, consulting, and more, geniuscorp's unique experience has provided massive amount of work, a music production environment designed to produce the finest frequencies from the rawests life's creative materials, straight from the source to the end result which artists can then dispose at will, inalterd by the music industry's frequent (if not constant) troubles.

A totally disruptive business landscape with a clear vision about the full process of birthing ideas to music, helping artists to manage it using fair and independant/decentralized tools, and take the power back over and with their content. This way to bet on a talent that can or not pop up, but if not, they've not spent a cent at the studio to make it happen. For a one shot service provided to a full

career supervision, geniuscorp can extend consulting to every domain related to music production and management.

Producers, Incubator, Label, Curators, Academy is what the team aims to accomplish.

geniuscorp roadmap / last edit 10-01-2020



Mighty33 had several musical lifes, from 20yrs learning piano merging with 15yrs of music home production, his fascination and balance between the creative and the business world lead him to perfect as much as possible every aspects of making one a genius in today's society (and traps that comes with it). At some point, a blatant observation occured : Becoming the next JayZ or Beyonce is this world has nothing to do about being the best musicians, something is underlying or topping this. Sure the music and skills counts, but another made inaccessible layer rule the all thing. Magic. Mind over matter. What does Rick Rubin, Pharrell, Marilyn Manson, Dr Dre (and so on..) eats at breakfast to gain that much influence over our minds ? Digging this rabbit hole lead to occultism and pretty much everything mentioned in this album.

When growing up, such powerful and influential producers has provided productions that lives like viruses in M33's mind and all people exposed, that's how music and movies works, there's no way to protect anyone from hearing or seeing it. That's how you ended with generations of youth being heavily manipulated by the music industry since WW2. Since those viruses are forever and still influencing one's mind, it has been meticulously retro-engineered to be used as a tool to balance evil using it's own code and then influence for the better instead of amplifying self-destruction behaviors. A wasted battle? Only time can tell.

Over the years, breaking the whole spiritual and material music industry supply chain & code has only made him and the crew stronger and determined to help participate in building new ways for artists but also express the vast range of emotions that comes along with the quest in music so one can expect mainstream like productions to complete sound experiments and concepts.

facts and skills from the crew also includes various experiences like :

- N°1 club records for 16 weeks
- 15M+ internet plays
- 20+ artists produced
- 70+ records made
- touring in clubs
- 360 artists deal in major labels
- independance
- music business admin
- 40yrs vinylshop learnings
- music school learnings
- 20yrs self learnings
- international copyright
- 10+ videos
- occult vs spiritual secret teachings
- artists psychology
- blockchain technology/DLTs

Thanks for your interest, time and love, feel free to visit our productions catalog at geniuscorp.fr or geniuscorp.crypto to stay in the theme !

Or contact [M33 directly on twitter](#) for further info.

After all it's just fun.